

STRATHCONA HISTORY BOOK SERIES
VOL VI – “STRATHCONA’S HORSE – A PICTORIAL HISTORY”
BUSINESS PLAN

SECTION ONE - INTRODUCTION

1. **Background.** In 1994 the LdSH(RC) Society undertook the production of a six volume Regimental history book series as part of Celebration 2000. The team of Ian Barnes, Sean Henry and Mike Snell set about to complete the project. The series included:
 - ?? **Volume I** - **The story of A Regiment** by R. Cunniffe.
 - ?? **Volume II** - **Record of Achievement** by J. McAvity.
 - ?? **Volume III** - **Stand To Your Horses** by SH Williams.
 - ?? **Volume IV** - **Always a Strathcona** by WB Fraser.
 - ?? **Volume V** - **Strathcona’s Horse South Africa 1990-01.**
 - ?? **Volume VI** - **Strathcona’s Horse - A Pictorial History.**
2. **Completed Volumes.** Volumes I, II, III, and V were completed in 1995, 1996, 1999, and 2000 respectively. In 1998 the Society postponed indefinitely the production of Volume IV and in 2000 stopped the production of Volume VI pending further consideration.
3. **Volume VI.** On March 24, 2002 the Society agreed to undertake the production of Volume VI “Strathcona’s Horse - A Pictorial History” under the direction of Col Barnes.
4. **Purpose.** To propose a business plan for the production of Volume VI :Strathcona’s Horse – A Pictorial History” for approval of the LdSH(RC) Society

SECTION TWO – THE PRODUCTION PLAN

5. **General.** Volume VI will be a pictorial history of the Regiment from its early beginnings through to present time (up to May 2004). The book will be produced in a “coffee table” format with 90% of the pages consisting of photographs. The majority of the photos will be black and white. Special photos will be produced in colour. Text will be introduced to add context and a brief history. The book will be structured into chapters following a chronological sequence from early times to present ending with special features of social and festive times and a potpourri of photographs of soldiers and soldiering.
6. **Overall Philosophy.** The book is intended to be for the soldier, but at the same time provide a historical perspective of the Regiment. It will contain as many photographs of soldiers as possible, tell the history of the Regiment, avoid posed photographs and include photographs never before published.

- 7. Guiding Principle.** The guiding principle will be that a soldier should be able to find his photograph in the book, failing that he should be able to find a photograph of his buddies, and failing that he should be able to relate to the campaign, training or the event.
- 8. Sample Book.** Two books recently prepared on Canada’s Peacekeeping Operations provide an example of what the book will look like. They are:
- ?? Shadow Of War, Faces of Peace Canada’s Peacekeepers, JL Granatstein/D. Lavender, and
 - ?? Between The Lines, John McQuarrie.

9. Production Timings.

- ?? Summer '02
 - Develop business plan
 - Notice in the Newsletter asking for photos.
 - Request unit to gather old and new photos
- ?? Fall '02 to Spring '03
 - Research, gathering of photos and material
 - Visit to Calgary
- ?? Spring to Summer '03
 - Assemble first draft (photos only)
 - Draft text
 - Visit to Ottawa
- ?? Fall '03 to Spring '04
 - Assemble second draft (photos and text)
 - Visit to Calgary (if necessary).
 - Visit to Ottawa
- ?? Summer '04
 - Assemble final draft.
 - Visit to Ottawa
 - Visit to Edmonton
- ?? Fall '04
 - Final changes
 - Final proofs to printer.
- ?? January '05
 - Book printed
- ?? May '05
 - Books distributed at reunion.

10. Chapter organization.

	Page	Pictures
?? Title Page	1-2	2
?? Table of Contents	3-4	2
?? Foreword by Colonel of the Regiment.	4-6	2
?? Preface with the concept of the book and a short history	7-8	4
?? Chapter One – Early beginnings and South Africa	9-12	8 - 10
?? Chapter Two - 1909 to 1914 – Cavalry Pre WWI	13-16	8 - 10
?? Chapter Three - 1914 to 1918 - World War One	17-20	12 - 20
?? Chapter Four - 1919 to 1939 Inter-war years	21-24	12-16
?? Chapter Five - 1939 to 1945 - World War Two	25-34	20 - 24
?? Chapter Six - 1946 to 1954 - Post WWII period and Korea	35-40	20
?? Chapter Seven - 1950 – 2000		
a. Part One – NATO	41-60	100
b. Part Two - UN Operations	61-100	140
?? Chapter - Social/Festive/and Reunions	101-120	80
?? Potpourri - Soldiers and Soldiering	121-140	100
?? Colonel-In-Chiefs, Colonels of the Regiments, Commanding Officers and Regimental Sergeant Majors.	141-150	80
	Total	150
		580-610

11. The book will be 9” by 12”. Fifteen to 16 pages of text will be interspersed throughout the book. The text will mainly introduce the era of the chapter. The photos will be cropped/reduced and placed in an artistic, presentable and pleasing (to the eye) manner. Captions will be short and used only for names (when known) and, if necessary, to put the photos in context. Up to Ten percent (10%) of the pages will have coloured photos interspersed throughout subject to printing restrictions.

12. Jacket and Cover. The book will have a hard cover similar to the previous four volumes and contain a jacket with appropriately appealing photograph(s) from within the book. The jacket will be of high quality such that touching by hand and rubbing will not mar.

13. Production Team. The production team will consist of the Ian Barnes, Sean Henry, Mike Snell and John Grodzinski.

14. Administrative Costs. Administrative costs are estimated* to be:

?? Travel	\$3,500.00
?? Research/Photograph reproduction	\$1,500.00
?? Telephone, Postage, etc	500.00
?? Total	\$5,500.00 (\$3.66 per book based on 1500 copies)

* savings in costs may be possible should some travel not be necessary.

15. Printing Costs. Four costs estimates have been obtained. They are:

?? Broadway Printers, Vancouver, BC. 1500 copies	- \$29.10*
?? Leech Printing, Brandon, MB. 1500 copies	- \$21.02*
?? Bunker to Bunker, Calgary, 1500 copies	- \$20.00*
?? Friesens & Sons, Altona, MB. 1500 copies	- \$22.90*
?? plus GST.	

16. Overall costs comparison. The overall cost per book (administrative costs plus the printing costs) considering the four quotes varies from a **high of \$32.76 to a low of \$23.66**. A comparison of the bids considering the following factors: past experience, location (likely need to visit printer) professionalism of the bid and costs reveals the following:

	Advantages	Disadvantages
Broadway Printers	previous experience Good presentation	costs high Far away
Friesens	Good presentation Reasonable location	2 nd highest bid No recent experience
Leech Printing	2 nd lowest bid Good location Good presentation	No past experience
Bunker to Bunker	Previous experience Good location Lowest bid Will market books	Least professional presentation

SECTION THREE – THE MARKETING PLAN

(Available on request)

SECTION FOUR – CONCLUSION AND RECOMMENDATION

17. Conclusion. The business plan has been produced for presentation to the Society executive on June 15, 2002 as requested at the March 20, 2002 annual general meeting. It entails producing 1,500 copies of the pictorial history and marketing them to Bunker to Bunker Books, the Regiment, the Association and the Kit Shop.

18. Recommendation. It is recommended that Strathcona Society accept the business plan predicated upon the Regiment and the Association agreeing to purchase the books for their soldiers and members.

ATTACHMENTS:

- A.** Bunker to Bunker Books Quote
- B.** Freison & Son Productions Quote.
- C.** Broadway Printers Quote.
- D.** Leech Printing Quote

Ian Barnes
Colonel (Retired)
46 Creighton Blvd
Brandon MB
R7B 0Y2
(204) 725 3479
bevia@mts.net

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